

PERCH

INVESTMENT OPPORTUNITY

YOUR LIFE. YOUR STAGE.

Set on Kingston Road, overlooking Highland Creek, Perch is Firmland's new and exciting mid-rise project. At 12-storays, 168 suites, it's an intimate building that celebrates its stunning location. Right from its striking minimalist architectural design by the acclaimed Core Architects to its inspired amenities, every aspect of Perch showcases the serenity of ravine side living. Designed by the award-winning Cecconi Simone, the building's sophisticated interiors are simply stunning. Incorporating an organic mix of natural stone, plush fabrics and exquisite details, its luxurious amenity spaces answer the needs and wants of the day.

Addressing the way people live and the importance of work from home, Perch offers a variety of work-friendly spaces like its Wi-Fi Lounge, dedicated Workspace and even calming outdoor areas to enhance productivity. Play too has an important place here. The stunning Ravine Side party room and Rooftop Terrace are designed for entertaining and relaxation. Offering a wide choice of floor plans, from 1 bedroom, spacious 2 storey townhomes, and 3 bedrooms plus den, its well-appointed suites are an elegant option for downsizers, young families and students. Close to city conveniences - transit, grocery stores, restaurants, schools, etc., Perch makes the business of living easy. Open, green, well located, Perch is a convenient retreat in the city.

WELCOME TO PERCH.



PROJECT DETAILS

DEVELOPMENT TEAM

DEVELOPER
Firmland

ARCHITECT
Core Architects

INTERIOR DESIGN
Cecconi Simone

SALES & MARKETING
Milborne Group

LANDSCAPE ARCHITECT
Land Art Design

BUILDING FACTS

ADDRESS
4696 Kingston Road, Toronto

HEIGHT
12 storeys

NO. OF RESIDENTIAL SUITES
168

SUITE TYPES
1-3 bedrooms
Townhomes

AMENITIES
12,000 sf indoor and outdoor

TOTAL INTERIOR AMENITY
5,400 sf

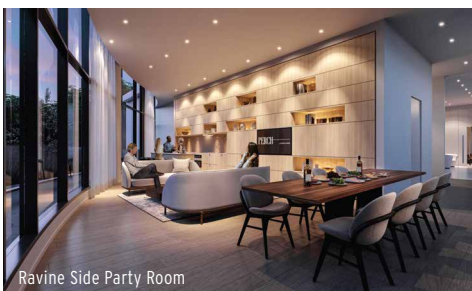
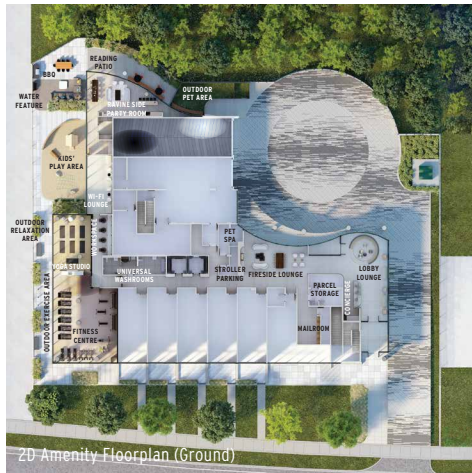
TOTAL EXTERIOR AMENITY
6,600 sf

INDOOR AMENITIES

- 24-hour Concierge
- Lobby Lounge
- Fireside Lounge
- Stroller Parking
- Workspace
- Wi-Fi Lounge
- Ravine Side party room with catering room and separate bar area
- Fitness Centre
- Yoga Studio
- Pet Spa
- Wine Tasting Room
- Karaoke Lounge
- Workshop Room

OUTDOOR AMENITIES

- Rooftop Terrace includes lounge areas, BBQ, dining space + water feature
- Outdoor Exercise Area
- Reading Patio
- Kids' Play Area
- Outdoor Pet Area



LOCATION

ACCESSIBILITY

Perch is conveniently located from daily mainstays.

SCHOOLS/UNIVERSITIES

University of Toronto (Scarborough Campus)	4 min
Centennial College.....	
Morningside Campus.....	6 min
Progress Campus.....	10 min

TRANSIT/HIGHWAYS

Future Eglinton East LRT.....	5 min
Rouge Hill GO.....	6 min
HWY 401.....	8 min
Guildwood GO.....	9 min

CONVENIENCES

Coppa's Fresh Market.....	2 min
No Frills.....	5 min
LCBO.....	3 min
Shoppers Drug Mart.....	4 min



CAFES/RESTAURANTS

Ted's Restaurant.....	2 min
Shamrock Burgers.....	2 min
Fratelli Village Pizzeria.....	4 min
Big Brother's Gourmet Pizza.....	4 min
Northern Smokes.....	4 min
Starbucks.....	5 min



PUBLIC FACILITIES

Toronto Public Library (Morningside Branch)	4 min
Miller Lash House.....	5 min
Heron Park Community Centre.....	6 min
Toronto Zoo.....	10 min
Scarborough Town Centre.....	15 min

All drive times are approximate and based on Google maps.

PERCH TO KINGSTON/LAWRENCE/MORNINGSIDE STOPS



5 min



10 min

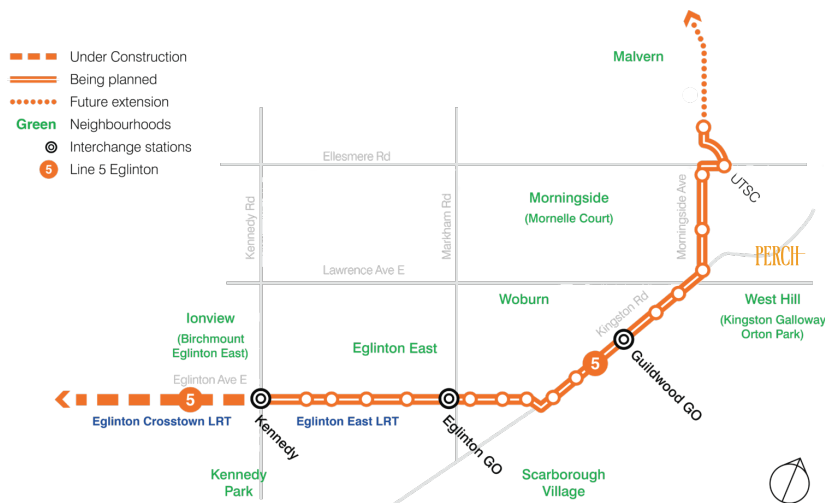


20 min

FUTURE LRT DEVELOPMENT

Accessibility within Scarborough may further increase with the expansion of the Eglinton East LRT Extension from Kennedy Station. This extension is planned to have stops at Guildwood GO Station, Morningside and UofT Scarborough Campus.

Source: <https://www.toronto.ca/city-government/accountability-operations-customer-service/city-administration/city-managers-office/key-initiatives/transit-in-toronto/transit-expansion/eglinton-east-lrt/>



NEIGHBOURHOOD

West Hill is a neighbourhood in the eastern end of Toronto. Bordered by Scarborough Golf Club Road to the West, the affluent Highland Creek neighbourhood to the North and Lake Ontario to the South. It is quickly becoming recognized for its commitment to revitalizing the east end of Scarborough.



Population:
West Hill:
27,392 +
Highland Creek:
12,494

40%

of population
is working age

41%

Renter Households
(Toronto 47.2%+)

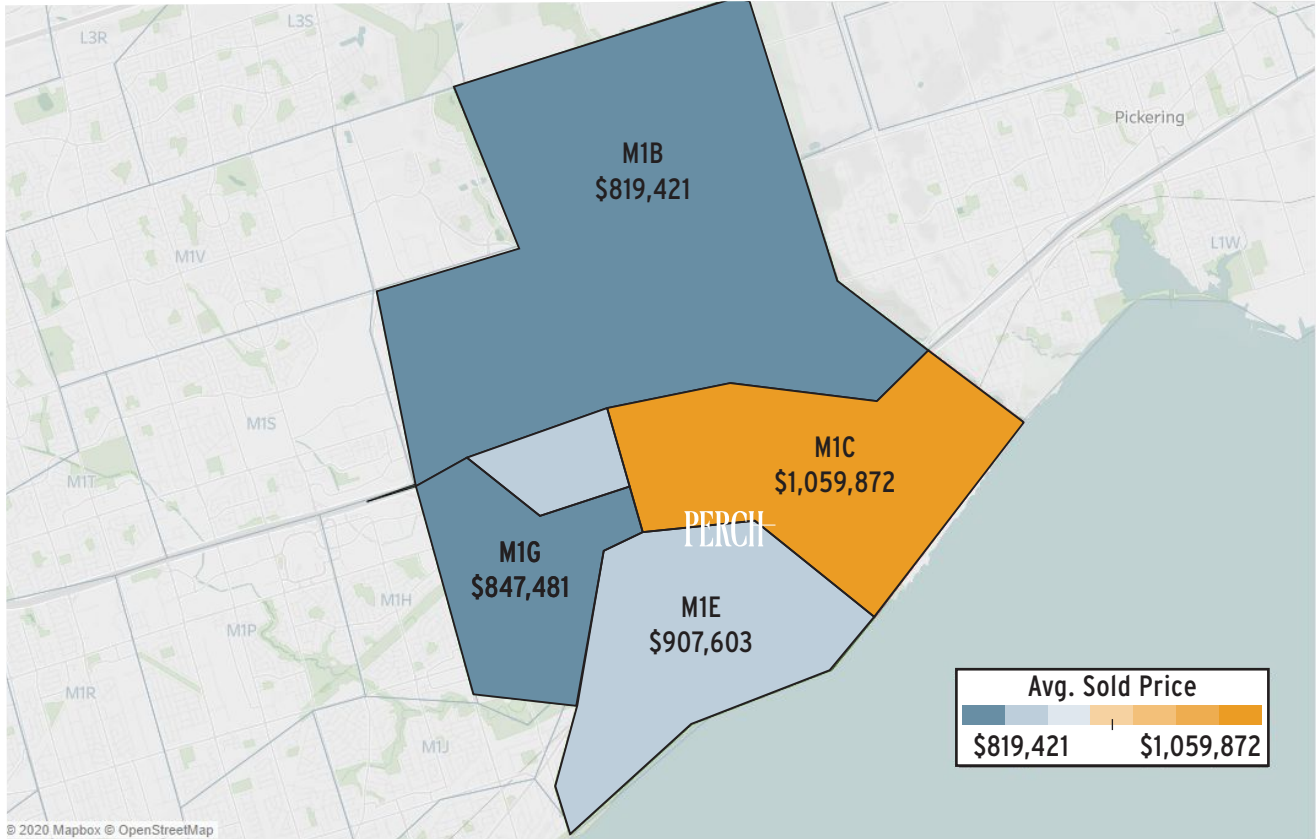
Sources: Stats Canada Census 2016



NEIGHBOURHOOD

House prices, in these four postal codes have increased more than **7%** since May 2020 to November 2020.

Average Price for Single-Family and Townhouse Transactions, Postal Codes M1B, M1C, M1E & M1G, May 2020 to November 2020



Sources: Bullpen Research & Consulting Inc.

HIGHLAND CREEK

Highland Creek average sold price for detached homes in the last 365 days is **\$1,131,843** as per MLS.

Highland Creek shows no condos sold in last 2 years suggesting a lack of available condos for sale and a **pent-up luxury market**.

Perch is located right on the border of postal code M1C the luxurious Highland Creek neighbourhood. This prestigious neighbourhood has a median household income of nearly \$110,000, **67%** higher than the City of Toronto overall average! Perch condominiums will appeal to these affluent buyers looking for premium suites overlooking Highland Creek and Colonel Danforth Park. The market appetite for the ease of low maintenance condo life, together with the prestige and beauty the Highland Creek area now have a home in Perch condominiums.

GROWTH

Average prices for condominium units in Toronto continue to increase. In 2020, the average per square foot prices for new launches increased by **10.3 percent** compared to 2019. Due to new government development costs, lack of developable land, and escalating land costs, affordable condos such as Perch are in high demand, specifically outside the downtown core.

Source: <https://www.urbanation.ca/news/313-905-overtakes-416-gta-new-condo-sales-2020>

PERCH VS DOWNTOWN VALUE

\$1,227*

Downtown average PSF for available units approx.

\$800+

Perch average PSF (approx. 44% lower than downtown)

\$

In the 416 region, Scarborough remains the most affordable.

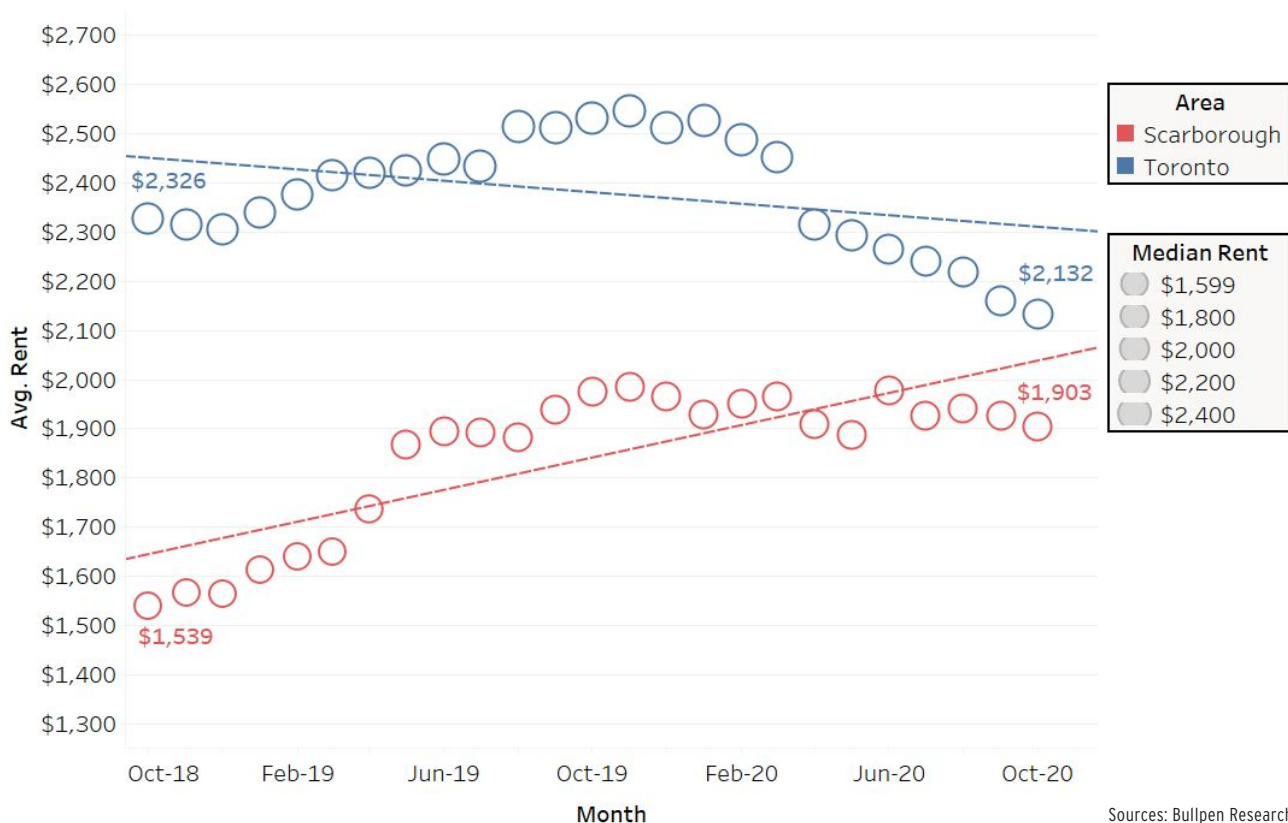


of condo suites sold since May 2018, has seen a drastic increase of over 4,000%

Sources: *Urbanation

The chart below looks at the average rent for condominium and rental apartment listings on Rentals.ca from October 2018 to October 2020 for the former City of Scarborough and the former City of Toronto (old Toronto, boundaries prior to amalgamation). In summary it concludes that the **Scarborough rental rate has increased 24%** over the last 2 years while **Toronto has seen a dip of 8%**.

Average Monthly Rent for Rental & Condominium Apartment Listings on Rentals.ca, Scarborough & Old Toronto, October 2018 to October 2020



Sources: Bullpen Research & Consulting Inc.

GROWTH

REASONS FOR GROWTH

Strong demand factors of (pre-pandemic) job growth, immigration, and high homeownership prices combined with lagging rental construction activity will create a **shortage of 200,000 units** in Ontario's rental market over the next ten years.

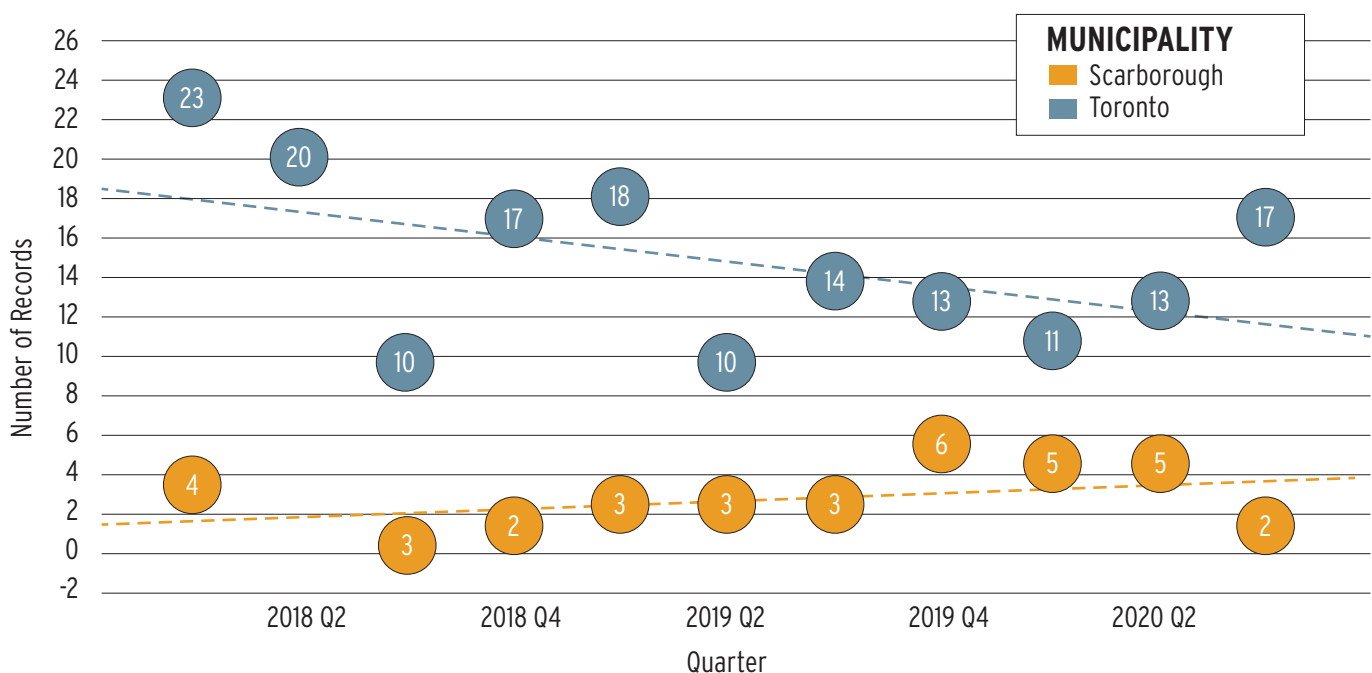
Sources: <https://torontostoreys.com/ontario-rental-units-demand-next-decade/>



Future opening of East Crosstown LRT

The dashed linear trendlines show that the number of land sales in Toronto is trending down, while the number of sales in Scarborough is trending up. Apartment construction is expected to significantly increase with the opening of the Eglinton Crosstown LRT, the planned Eglinton East Crosstown LRT and the development of several major projects around the GO Train Stations.

High-Density Land Transactions by Quarter, Scarborough & old Toronto, Q1-2018 to Q3-2020



Sources: <https://torontostoreys.com/ontario-rental-units-demand-next-decade/>

AFFORDABILITY

Historically low interest rates and reduced stress testing requirements have allowed more purchasers to attain mortgages. First time home buyers and down sizers are seizing this opportunity of affordable home ownership.

Sources: RealNet

REVITALIZATION OF KINGSTON ROAD

Kingston Road is undergoing immense rezoning and revitalization. The overflow of demand from neighbourhoods - like the Beaches and Birch Cliff - are driving increased interest in adjacent communities. Perch is perfectly situated for first-time homebuyers, families and downsizers who are moving further east away from the city, looking to take advantage of the abundance of open space and affordability, while keeping close to downtown.

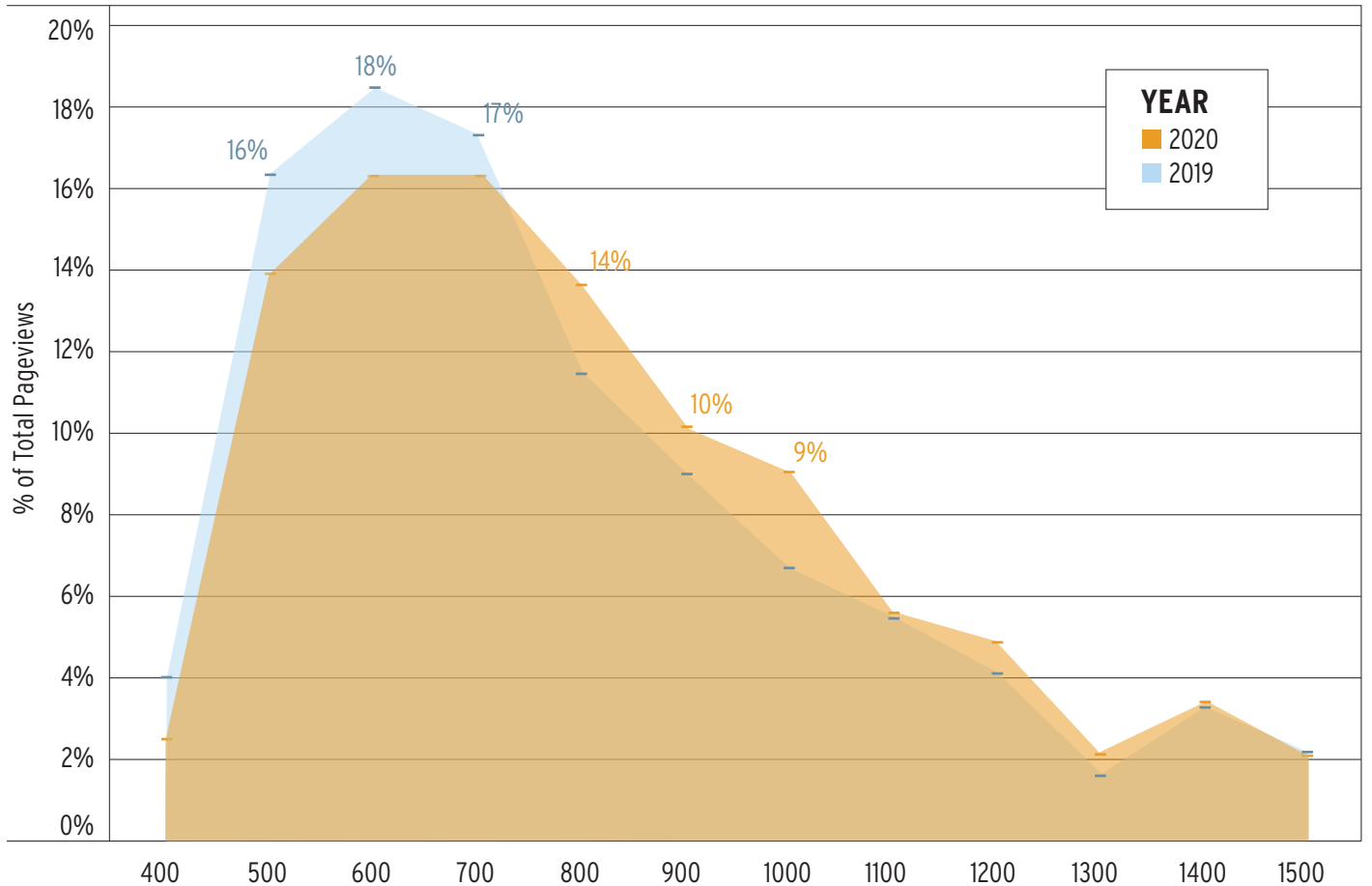
EAST HARBOUR

A master planned, 60-acre mixed-use development in the heart of east downtown. This dynamic corner will house modern, urban mix of office and retail sites, cultural and public spaces, entertainment, parks and restaurants, all threaded within a highly walk-able, bike-able environment.

GROWTH

Condo sizes continue to trend down in Toronto however, the demand suggests that people are searching for larger units.

Market Share of Online Pageviews by Rounded Unit Size and year (Size Range ~400 sf to 1,500 sf only) City of Toronto, 2019 & Year-to-Date in 2020



Sources: Bullpen Research & Consulting Inc.

OPPORTUNITY

Last year, University of Toronto Scarborough Campus (UTSC) announced plans to transform their campus and double the number of students living on campus. The expansion plan “establishes a new direction, where a hub of mixed-use facilities promotes openness and integration and creates a vibrant centre for learning and community.”



UTSC EXPANSION PLAN HIGHLIGHTS

Over
14,395 m²
of academic and
research facilities

Over
14,000
students enrolled
on campus

Enrollment has
increased approximately
3.3%
per year during last decade



Access to future Multi-purpose
public transportation hub



Shortage in
student housing



Over 19,000 international
students between the
three campuses



4 minute drive
from Perch



Relocating Military Trail
to create a pedestrian and
student-friendly inner core

Source: www.utoronto.ca/about-u-of-t/quick-facts



SUMMARY

Perch with its spectacular surrounding sits in a dynamic and convenient location. There are many advantages to investing in this fantastic development.



An established neighbourhood on the cusp of immense future growth



Stunning location. More open space. Less congestion. Spacious suites. Attract downsizers and families



More affordable than downtown



Well connected
Proximity to the future Eglinton East LRT extension



Easy access to Hwy 401



Quick drive to downtown east



Proximity to UofT and Centennial College



Growing base of rental opportunities



Reputed developer

